

REDACTED -  
FOR PUBLIC INSPECTION

Schedule III.1.(i)  
Quarterly Active Viewer Disconnect (AVD) Rate by DMA  
Total DIRECTV and NRTC Subscribers

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Quarterly Active Viewer Disconnect (AVD) Rate by DMA  
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[illegible]

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[illegible]

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[illegible]

[illegible]

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**TOTAL**



Schedule III.1.I(ii)  
Subscriber Churn Rate & Number of Subscribers Lost

**DIFFERENCE BETWEEN “CHURN” AND  
“ACTIVE VIEWER DISCONNECT” (AVD) RATE**

Description	Churn	AVD
	[REDACTED]	



DirecTV Switching Analysis  
 (REDACTED)  
 January 2000 - January 2002

Competition	Jan-00	Feb-00	Mar-00	Apr-00	May-00	Jun-00	Jul-00	Aug-00	Sep-00	Oct-00	Nov-00	YTD '00	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Sep-01	Oct-01	Nov-01	Dec-01	YTD '01	Jan-02

Source:  
 Notes:



DirecTV Switching Analysis  
(Voluntary & Involuntary Disconnects)  
January 2000 - January 2002

Competitor	January 2000 - January 2002																								
	Jan-00	Feb-00	Mar-00	Apr-00	May-00	Jun-00	Jul-00	Aug-00	Oct-00	Nov-00	YTD '00	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Sep-01	Oct-01	Nov-01	Dec-01	YTD '01	Jan-02	